



## 2 Minnesota ZIPs

Minnesota Department of Employment & Economic Development (DEED)



332 Minnesota Street  
Suite E200  
Saint Paul, Minnesota 55101

# Contents

Report Parameters ..... 1

Economy Overview ..... 2

Historic & Projected Trends ..... 4

Population Characteristics ..... 6

Industry Characteristics ..... 8

Business Characteristics ..... 14

Workforce Characteristics ..... 15

Educational Pipeline ..... 21

## Report Parameters

### 2 ZIPs

---

56401	Brainerd, MN (in Crow Wing county)
-------	------------------------------------

---

---

56425	Baxter, MN (in Crow Wing county)
-------	----------------------------------

---

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

## Economy Overview

**37,281**

**Population (2019)**

Population **grew by 1,340** over the last 5 years and is projected to **grow by 966** over the next 5 years.

**22,322**

**Total Regional Employment**

Jobs **grew by 767** over the last 5 years and are projected to **grow by 715** over the next 5 years.

**\$48.8K**

**Avg. Earnings Per Job (2019)**

Regional average earnings per job are **\$19.7K below** the national average earnings of \$68.5K per job.

## Takeaways

- As of 2019 the region's population **increased by 3.7%** since 2014, growing by 1,340. Population is expected to **increase by 2.6%** between 2019 and 2024, adding 966.
- From 2014 to 2019, jobs **increased by 3.6%** in 2 Minnesota ZIPs from 21,555 to 22,322. This change **fell short of the national growth rate of 7.6% by 4.0%**. Labor force data is not available for 2 Minnesota ZIPs.
- There is no education attainment data for 2 Minnesota ZIPs.
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Individual and Family Services.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	37,281	N/A	22,322	99.0	\$1.86B	\$2.14B	\$2.14B
Nation	329,399,330	163,493,315	165,144,952	100.0	\$21.00T	\$0	\$8.96T

## 2019 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

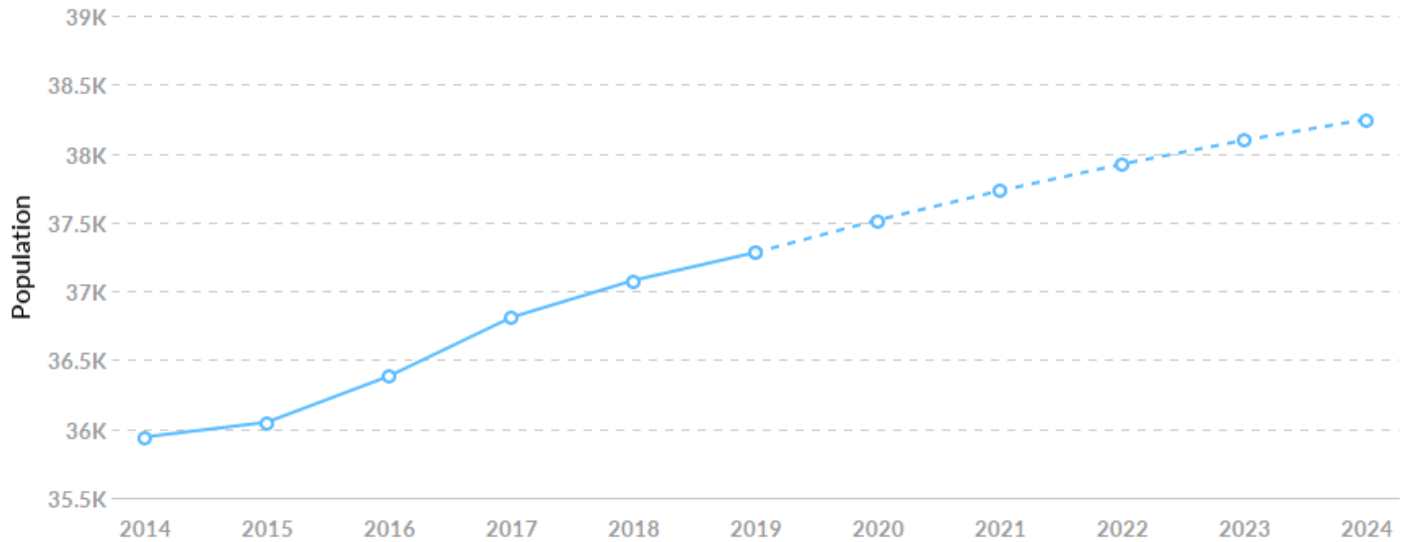
## Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

# Historic & Projected Trends

## Population Trends

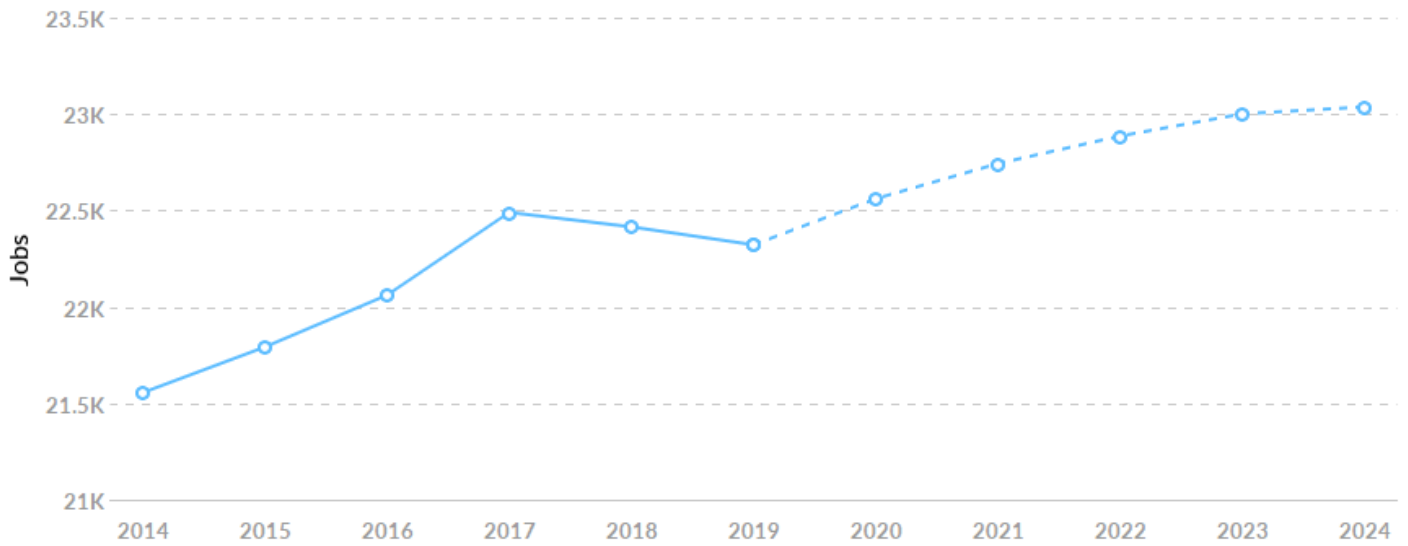
As of 2019 the region's population **increased by 3.7%** since 2014, growing by 1,340. Population is expected to **increase by 2.6%** between 2019 and 2024, adding 966.



Timeframe	Population
2014	35,941
2015	36,048
2016	36,383
2017	36,809
2018	37,078
2019	37,281
2020	37,516
2021	37,729
2022	37,922
2023	38,096
2024	38,247

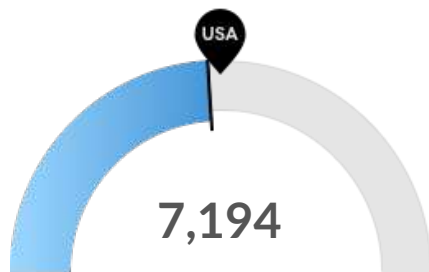
## Job Trends

From 2014 to 2019, jobs **increased by 3.6%** in 2 Minnesota ZIPs from 21,555 to **22,322**. This change **fell short of the national growth rate of 7.6%** by 4.0%.



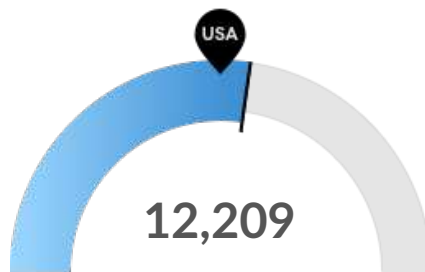
Timeframe	Jobs
2014	21,555
2015	21,792
2016	22,061
2017	22,490
2018	22,415
2019	22,322
2020	22,561
2021	22,743
2022	22,886
2023	23,001
2024	23,037

## Population Characteristics



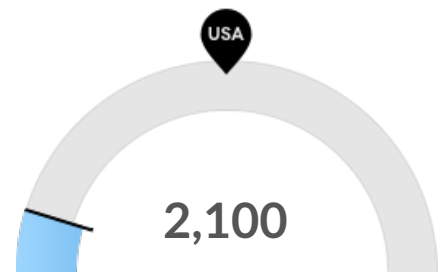
**Millennials**

Your area has 7,194 millennials (ages 25-39). The national average for an area this size is 7,623.



**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 10,733 people 55 or older, while there are 12,209 here.



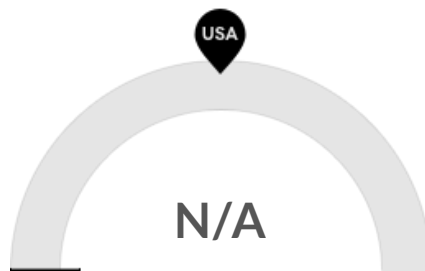
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 14,690 racially diverse people, while there are 2,100 here.



**Veterans**

Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



**Violent Crime**

Crime data is not available at the ZIP level. Please choose a different region level to see this data.



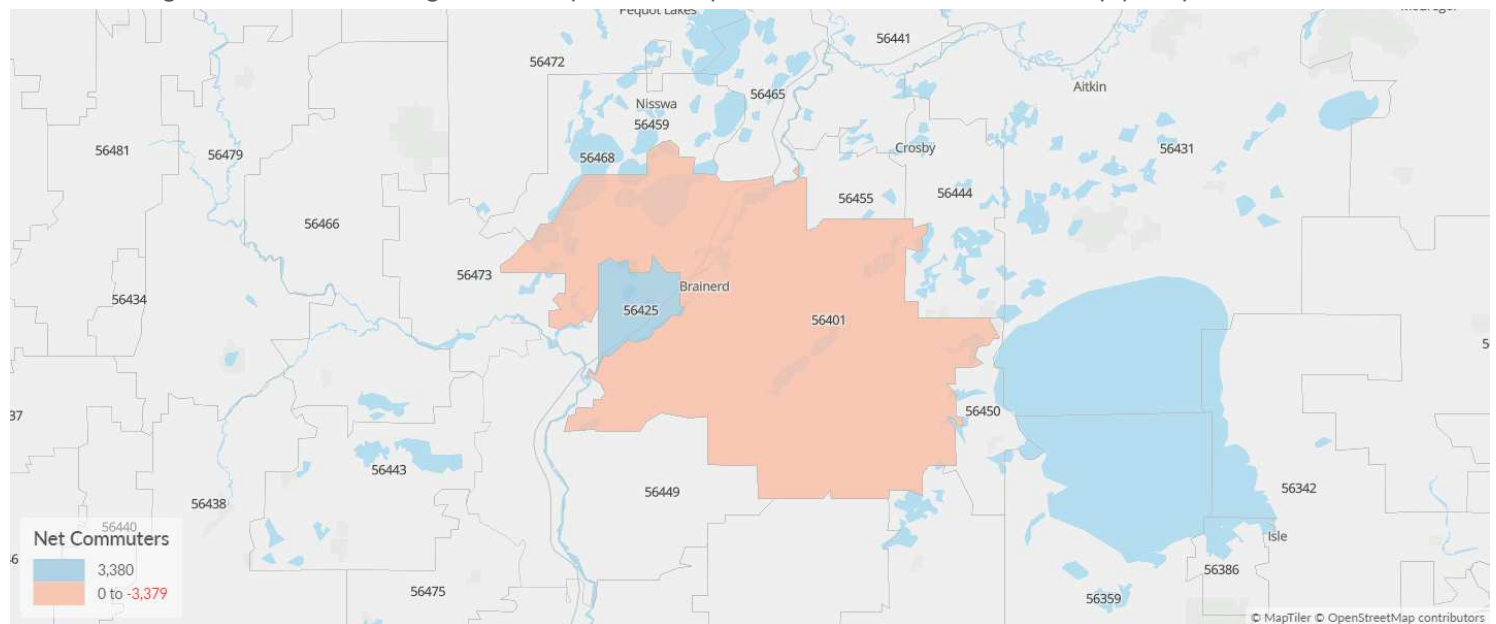
**Property Crime**

Crime data is not available at the ZIP level. Please choose a different region level to see this data.



## Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

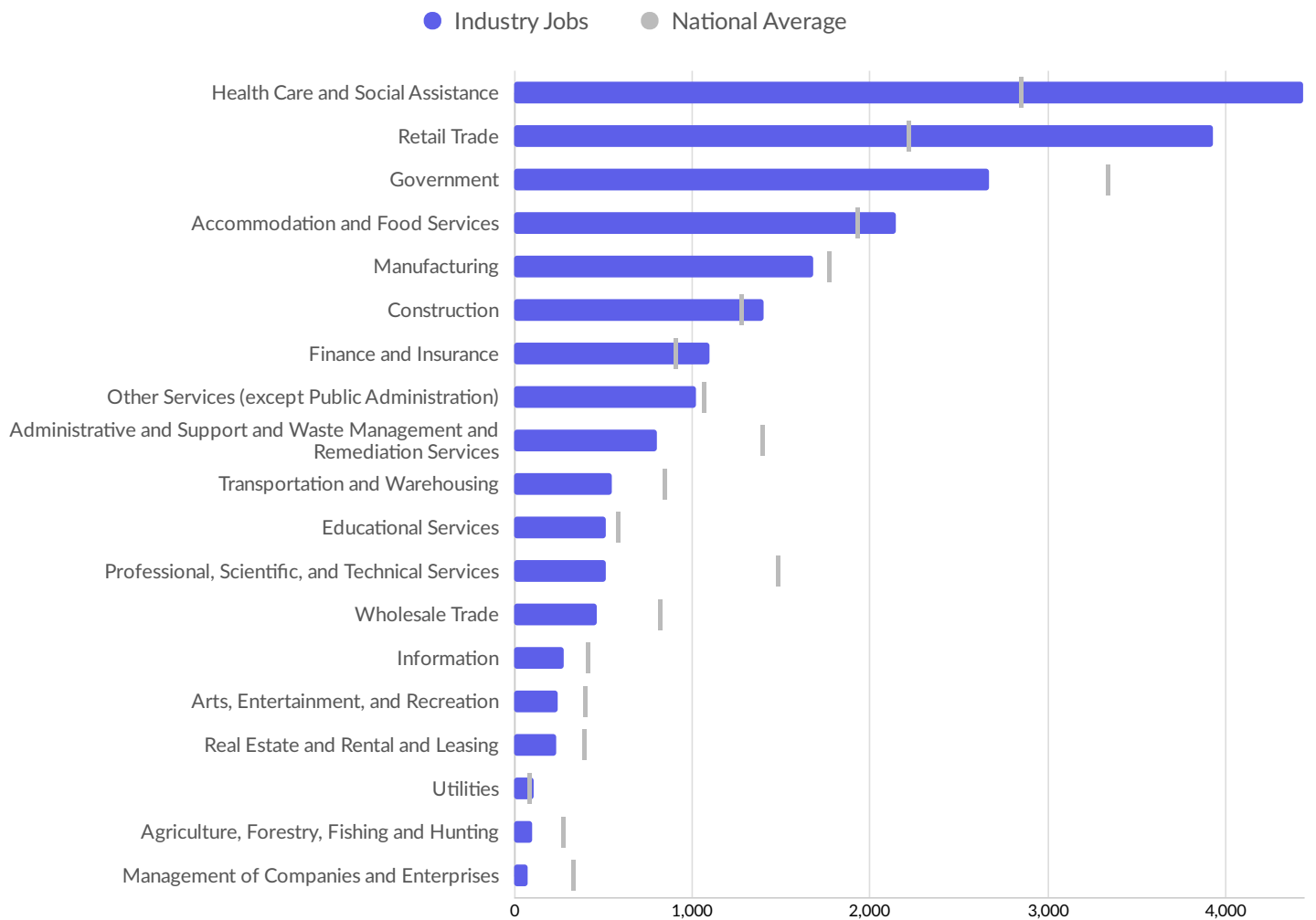
ZIP	Name	2019 Employment
56401	Brainerd, MN (in Crow ...	14,777
56425	Baxter, MN (in Crow Wi...	7,545

### Where Talent Lives

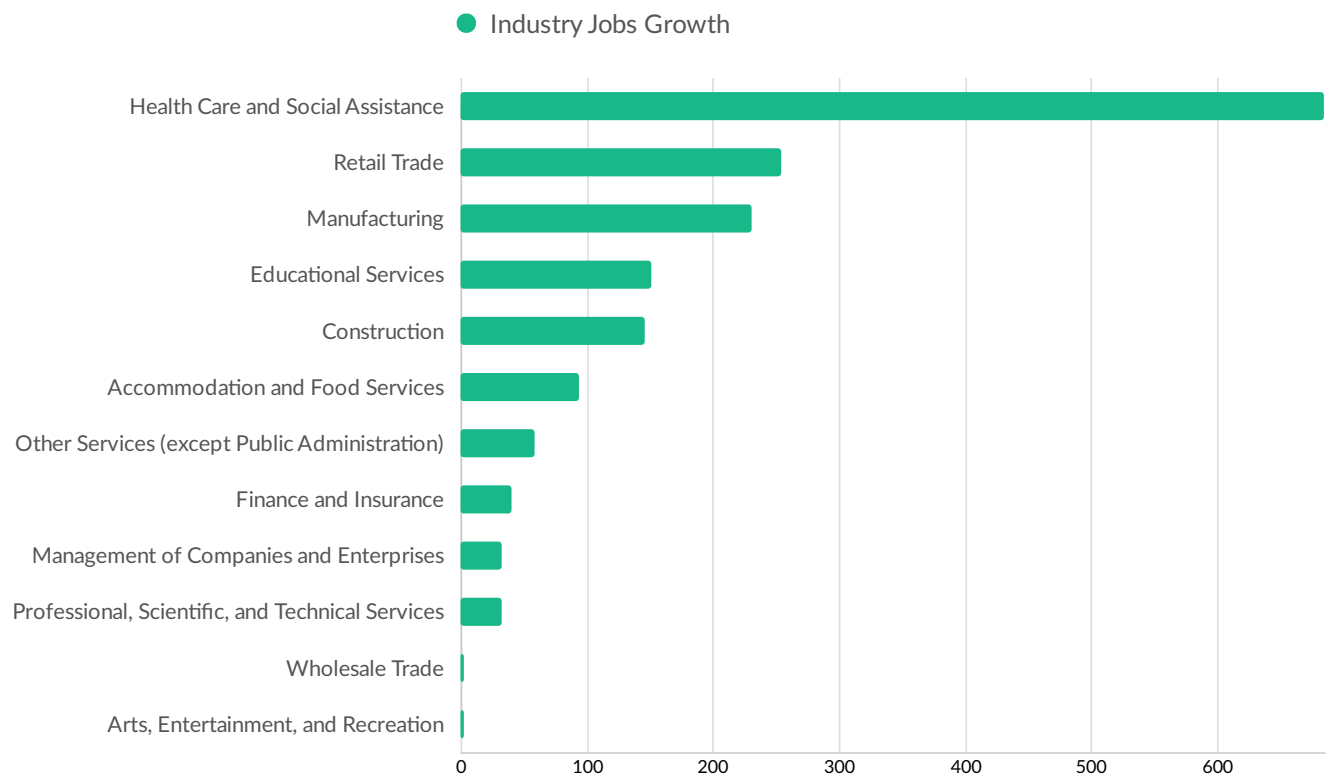
ZIP	Name	2019 Workers
56401	Brainerd, MN (in Crow ...	14,889
56425	Baxter, MN (in Crow Wi...	4,165

# Industry Characteristics

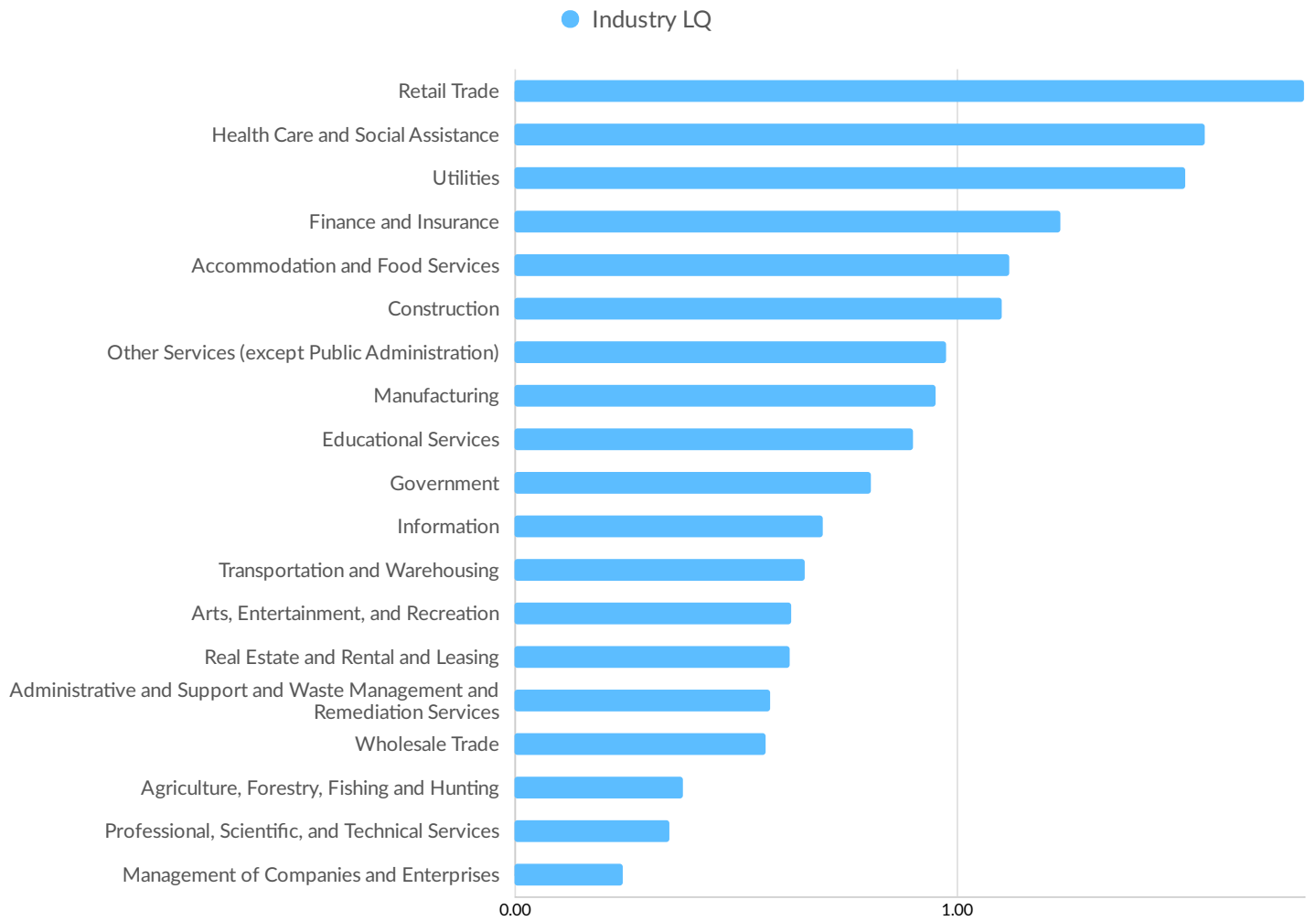
## Largest Industries



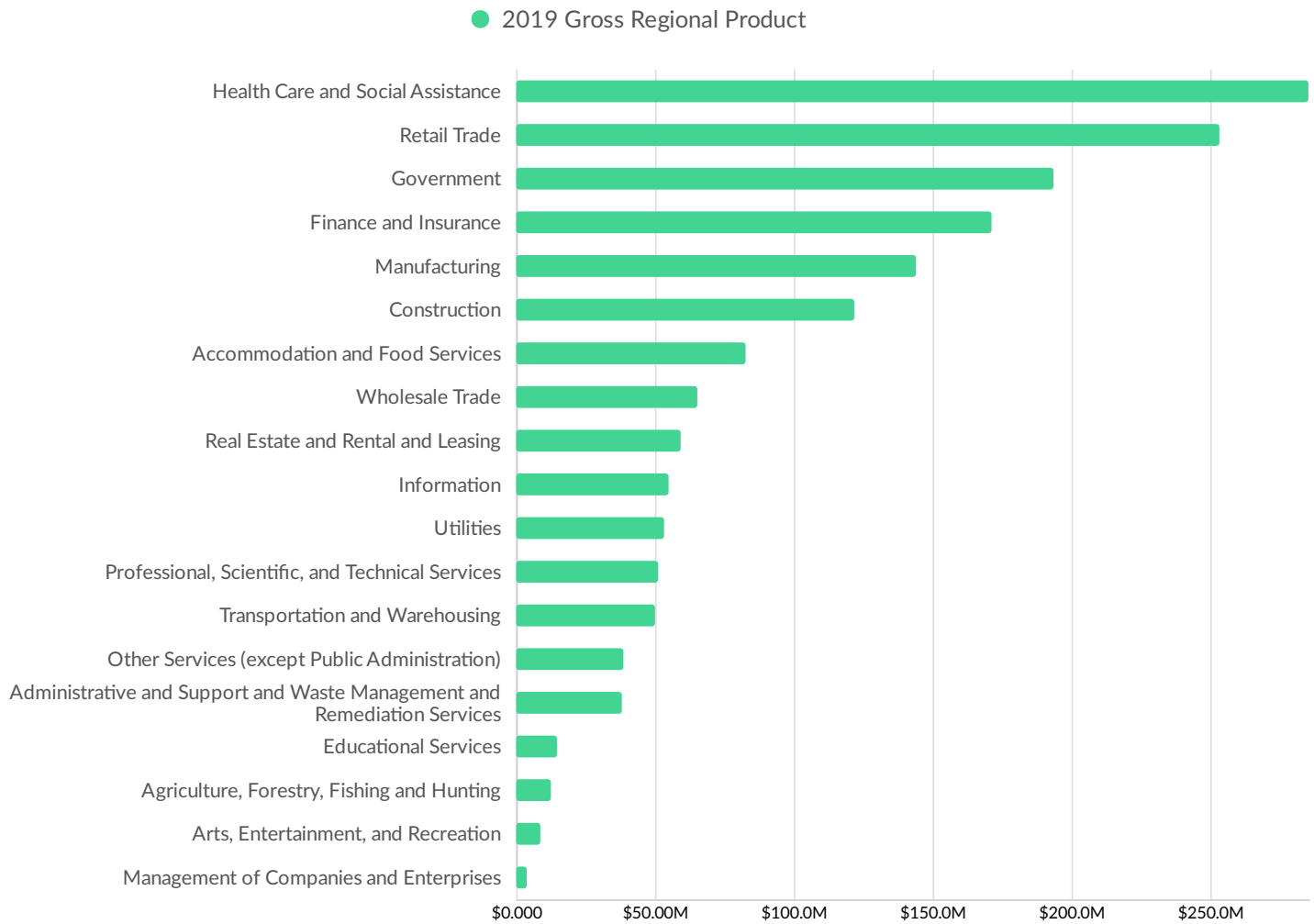
## Top Growing Industries



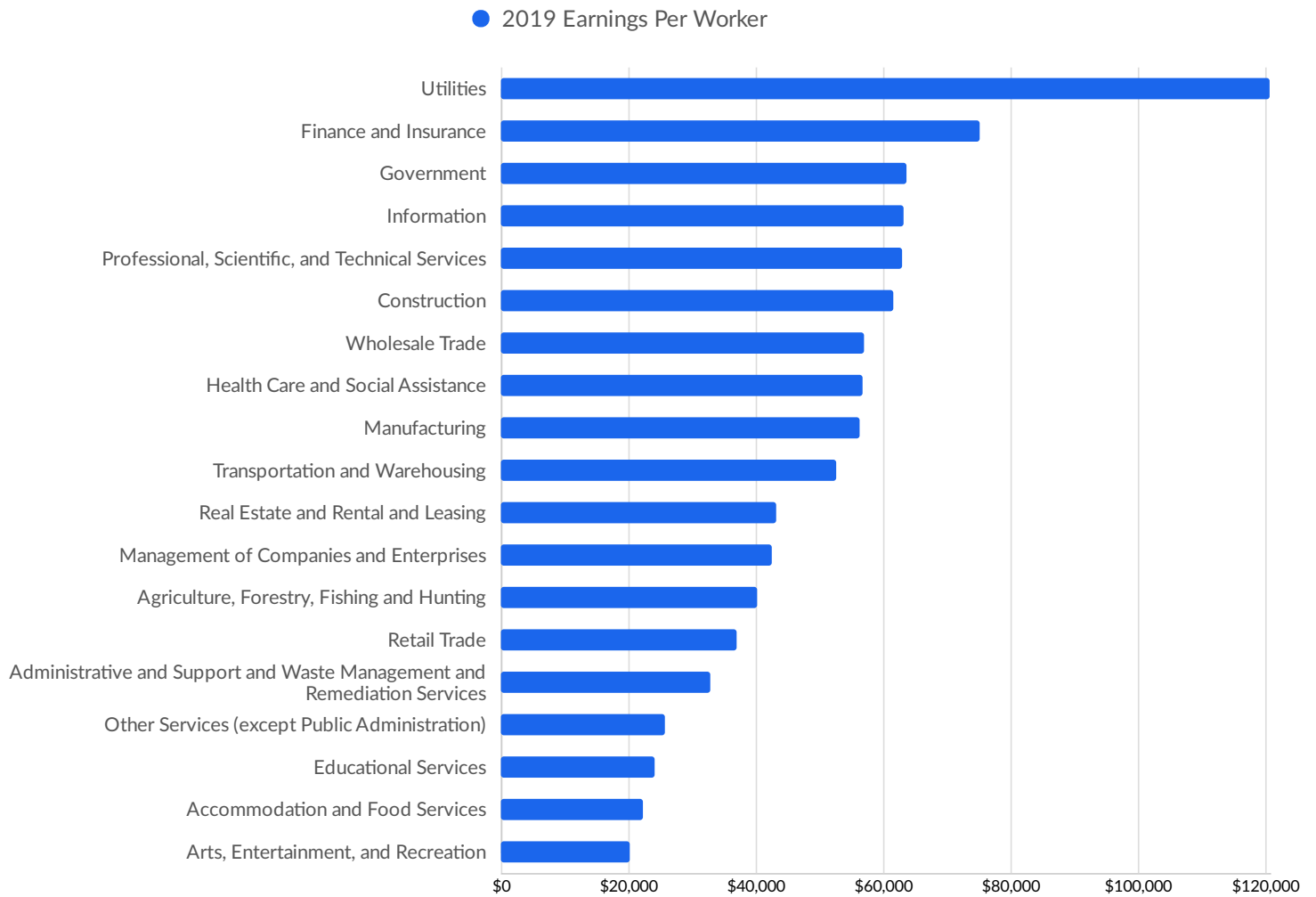
## Top Industry LQ



## Top Industry GRP



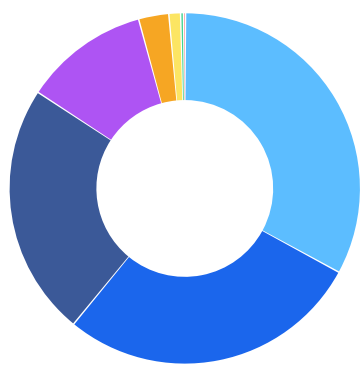
## Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Health Care and Social Assistance	3,757	4,442	685	+18%	1.56	\$56,871	\$285.51M
Retail Trade	3,680	3,934	254	+7%	1.78	\$37,069	\$253.68M
Government	3,124	2,677	-447	-14%	0.80	\$63,614	\$193.77M
Accommodation and Food Services	2,054	2,148	94	+5%	1.12	\$22,391	\$82.82M
Manufacturing	1,449	1,680	231	+16%	0.95	\$56,393	\$144.36M
Construction	1,255	1,401	146	+12%	1.10	\$61,696	\$121.63M
Finance and Insurance	1,061	1,102	41	+4%	1.23	\$75,216	\$171.40M
Other Services (except Public Administration)	968	1,027	59	+6%	0.97	\$25,662	\$38.64M
Administrative and Support and Waste Management and Remediation Services	1,112	802	-310	-28%	0.58	\$32,964	\$38.04M
Transportation and Warehousing	588	550	-38	-6%	0.66	\$52,677	\$50.28M
Educational Services	366	517	151	+41%	0.90	\$24,100	\$14.41M
Professional, Scientific, and Technical Services	484	516	32	+7%	0.35	\$63,056	\$50.85M
Wholesale Trade	460	463	3	+1%	0.57	\$57,110	\$65.28M
Information	394	282	-112	-28%	0.70	\$63,141	\$54.67M
Arts, Entertainment, and Recreation	242	245	3	+1%	0.63	\$20,133	\$8.84M
Real Estate and Rental and Leasing	236	236	0	0%	0.62	\$43,206	\$59.03M
Utilities	123	114	-9	-7%	1.51	\$120,703	\$53.23M
Agriculture, Forestry, Fishing and Hunting	148	99	-49	-33%	0.38	\$40,124	\$12.50M
Management of Companies and Enterprises	46	79	33	+72%	0.24	\$42,597	\$3.76M

## Business Characteristics

### Business Size



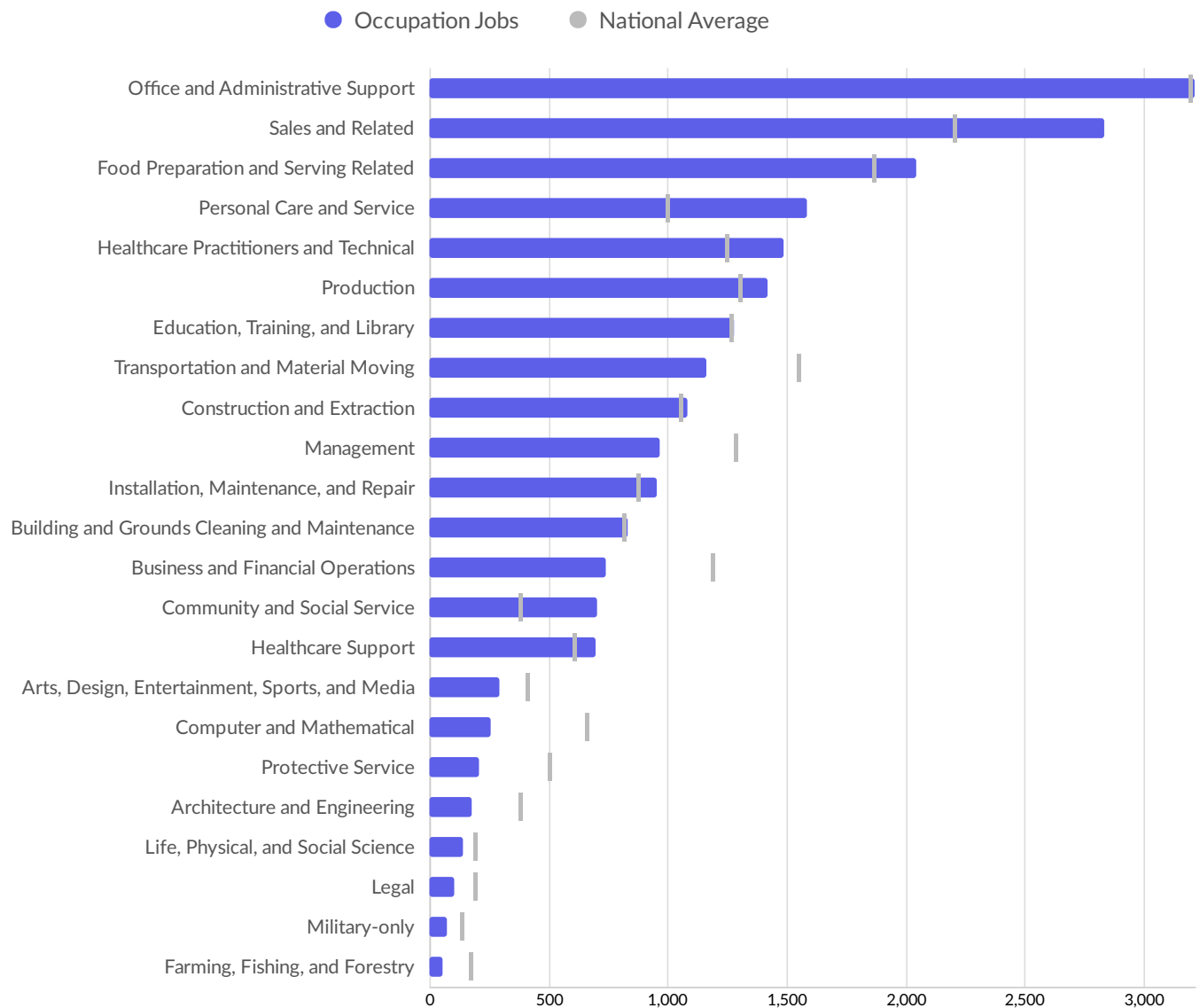
	Percentage	Business Count
1 to 4 employees	32.9%	732
5 to 9 employees	28.0%	624
10 to 19 employees	23.3%	519
20 to 49 employees	11.5%	257
50 to 99 employees	2.8%	62
100 to 249 employees	1.1%	24
250 to 499 employees	0.3%	6
500+ employees	0.2%	4

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

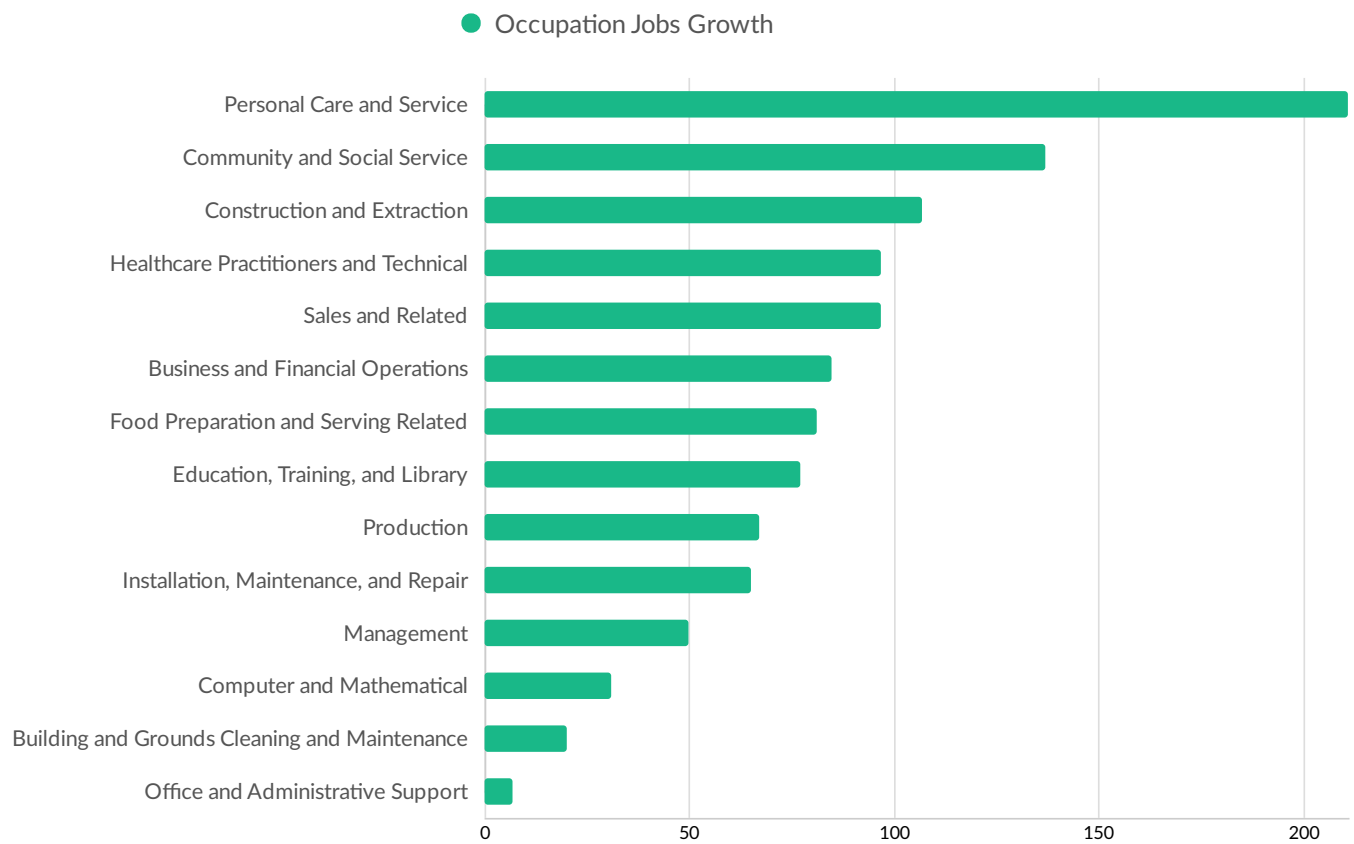


# Workforce Characteristics

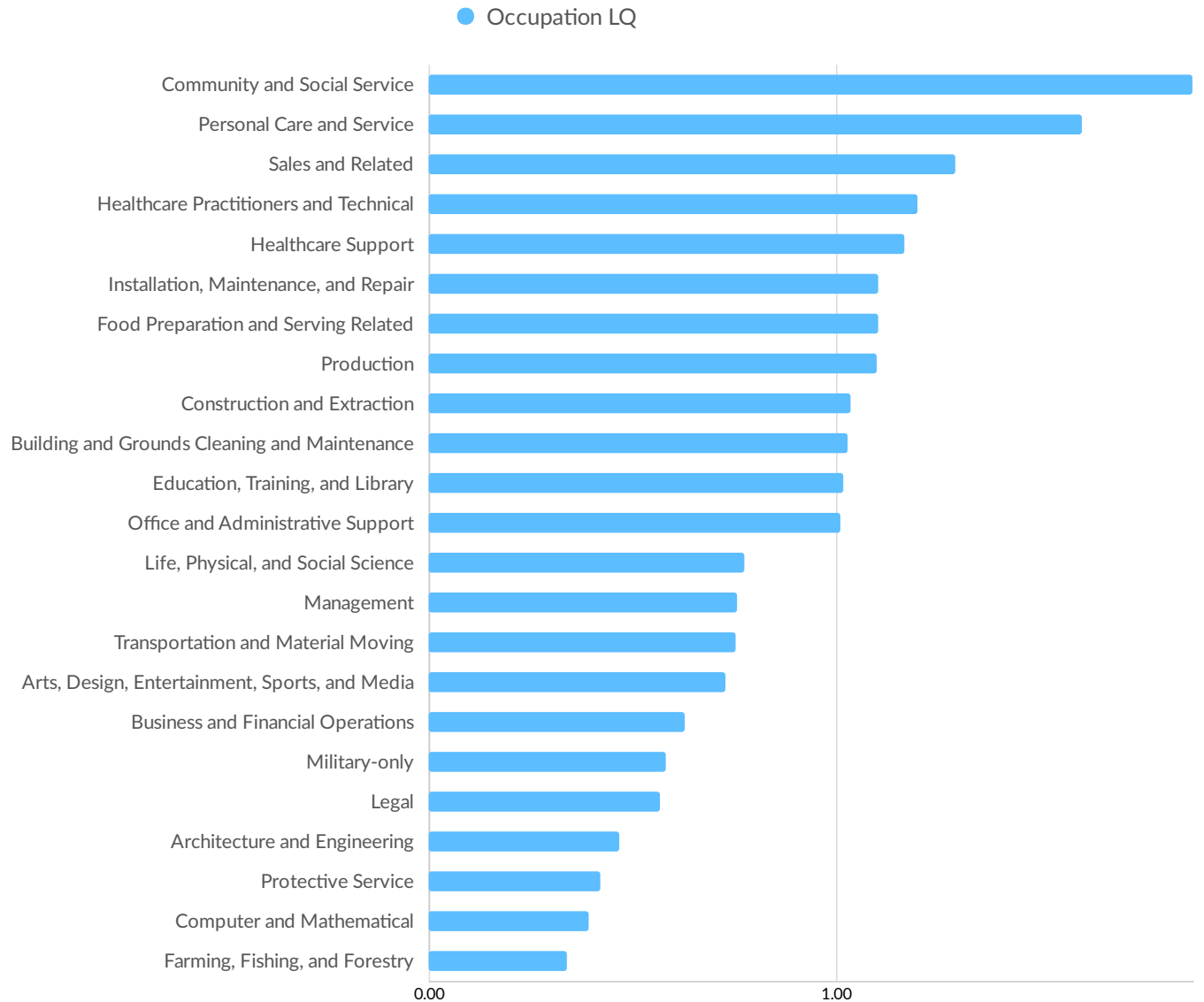
## Largest Occupations



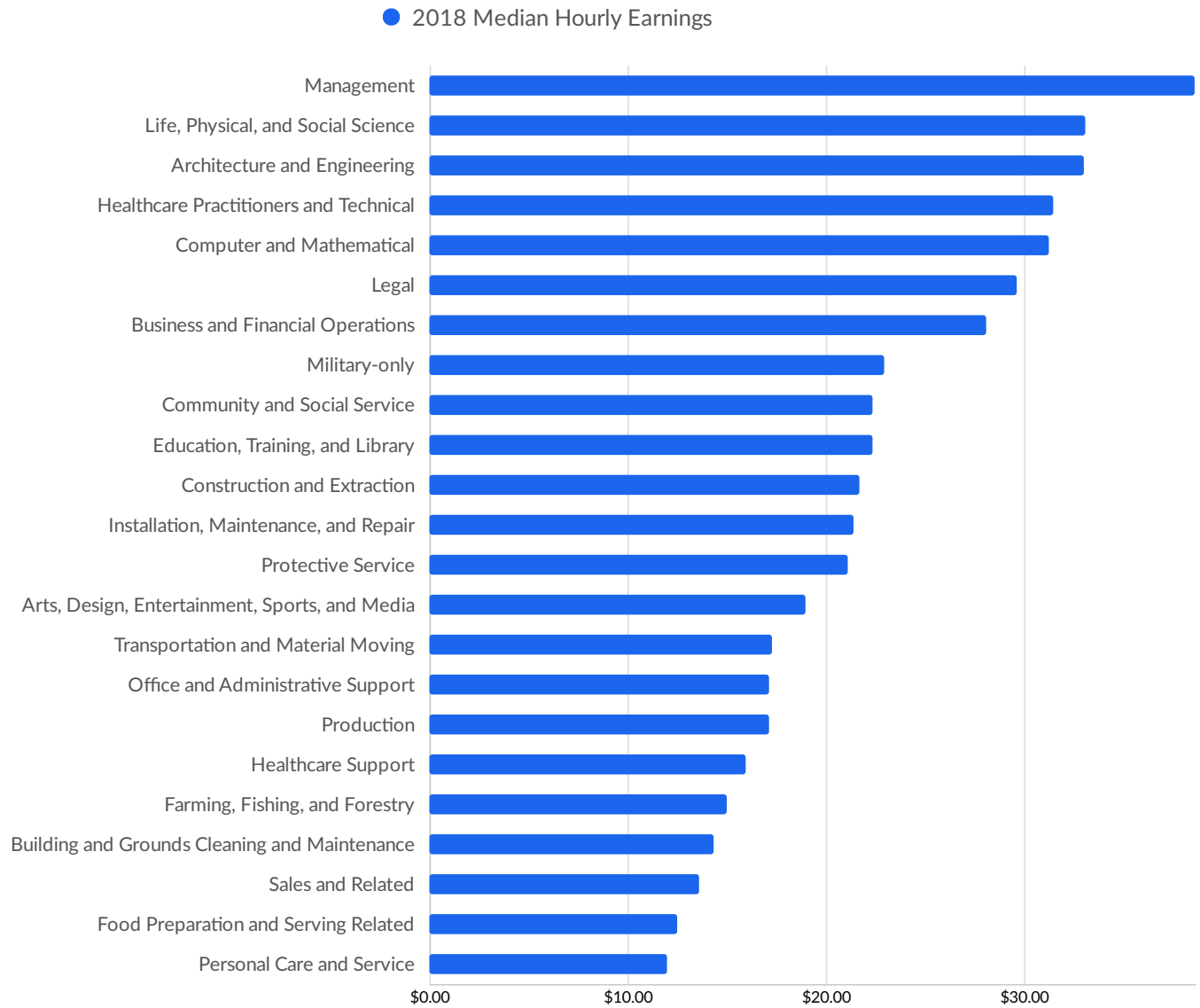
## Top Growing Occupations



## Top Occupation LQ



## Top Occupation Earnings



Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Office and Administrative Support	3,206	3,213	7	+0%	1.01	\$17.12	0
Sales and Related	2,735	2,832	97	+4%	1.29	\$13.58	0
Food Preparation and Serving Related	1,964	2,045	81	+4%	1.10	\$12.50	0
Personal Care and Service	1,377	1,588	211	+15%	1.60	\$11.95	0
Healthcare Practitioners and Technical	1,391	1,488	97	+7%	1.20	\$31.43	0
Production	1,356	1,423	67	+5%	1.10	\$17.11	0
Education, Training, and Library	1,203	1,280	77	+6%	1.02	\$22.33	0
Transportation and Material Moving	1,196	1,161	-35	-3%	0.75	\$17.24	0
Construction and Extraction	976	1,083	107	+11%	1.03	\$21.67	0
Management	918	968	50	+5%	0.76	\$38.58	0
Installation, Maintenance, and Repair	892	957	65	+7%	1.10	\$21.38	0
Building and Grounds Cleaning and Maintenance	810	830	20	+2%	1.03	\$14.32	0
Business and Financial Operations	654	739	85	+13%	0.63	\$28.10	0
Community and Social Service	568	705	137	+24%	1.87	\$22.37	0
Healthcare Support	854	698	-156	-18%	1.16	\$15.92	0
Arts, Design, Entertainment, Sports, and Media	304	294	-10	-3%	0.73	\$18.96	0
Computer and Mathematical	225	256	31	+14%	0.39	\$31.22	0
Protective Service	345	210	-135	-39%	0.42	\$21.07	0

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Architecture and Engineering	179	176	-3	-2%	0.47	\$32.96	0
Life, Physical, and Social Science	143	140	-3	-2%	0.77	\$33.05	0
Legal	105	105	0	0%	0.57	\$29.63	0
Military-only	83	74	-9	-11%	0.58	\$22.91	0
Farming, Fishing, and Forestry	71	56	-15	-21%	0.34	\$14.98	0

## Educational Pipeline

In 2018, there were 687 graduates in 2 Minnesota ZIPs. This pipeline has shrunk by 35% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and Licensed Practical/Vocational Nurse Training.

